



METROPOLITAN
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COMMISSION

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November 2, 2010
ACTAC Item 4.5
Meeting Handout

Scott Haggerty, Chair
Alameda County

Adrienne J. Tissier, Vice Chair
San Mateo County

Tom Azumbrado
U.S. Department of Housing
and Urban Development

Tom Bates
Cities of Alameda County

Dean J. Chu
Cities of Santa Clara County

Dave Cortese
Association of Bay Area Governments

Chris Daly
City and County of San Francisco

Bill Dodd
Napa County and Cities

Dorene M. Giacopini
U.S. Department of Transportation

Federal D. Glover
Contra Costa County

Anne W. Halsted
San Francisco Bay Conservation
and Development Commission

Steve Kinsey
Marin County and Cities

Sue Lempert
Cities of San Mateo County

Jake Mackenzie
Sonoma County and Cities

Jon Rubin
San Francisco Mayor's Appointee

Bijan Sartipi
State Business, Transportation
and Housing Agency

James P. Spering
Solano County and Cities

Amy Rein Worth
Cities of Contra Costa County

Ken Yeager
Santa Clara County

Steve Heminger
Executive Director

Ann Flemer
Deputy Executive Director, Policy

Andrew B. Fremier
Deputy Executive Director, Operations

October 5, 2010

RE: Regional Parking Reform Campaign – Please Complete Survey

Dear City/Town Manager:

Throughout the Bay Area, cities, towns and counties are looking for new approaches to planning, pricing and managing parking. The Metropolitan Transportation Commission (MTC), working with the Congestion Management Agencies, has initiated a Regional Parking Reform Campaign to support the efforts of local jurisdictions.

We are asking that you complete this on-line *Parking Survey* and also forward it to key staff of your departments that participate in the parking management process, from planning and policy development to financing, operations and enforcement. Our questions target your parking policies, challenges, and interest in consultant assistance. We also want to know about the type of planning assistance and/or quantity of capital funds required to initiate or support further implementation of parking reforms in your jurisdiction, and will use the survey to help define programs and identify potential recipients of funding for parking reform.

Please CTRL + click this link to access the on-line survey: MTC Parking Survey

We request your response within 2 weeks, by Oct. 19.

Parking reform can both increase local revenue through expanded business, development and collections, and reduce city costs. There are effective policy reforms for all types of communities, from urban centers to suburban neighborhoods to small towns. Updated parking policies can create more successful downtowns and business districts, reduce costs for employers and developers, provide more choices for residents and employees, reduce emissions, and encourage walking, bicycling, use of transit, and infill and transit-oriented development. Recent Bay Area parking reforms include:

- Reduced parking requirements with transportation demand management to expand transportation choices for residents and help projects “pencil out” for developers.
- Commuter benefit ordinances to improve transportation options for employees and reduce employer payroll expenses.
- Management of on-street and off-street parking to improve access to retail businesses for customers and increase business sales.
- New technologies to provide more flexible payment options for the public and increase the efficiency of collections.

Survey respondents will receive priority for upcoming free parking policy training and custom policy sessions by expert parking consultants, and will potentially become eligible for future planning and capital funding for parking reforms. We ask for your response even if you are not pursuing reforms at this time. The survey will take about 20 minutes to complete.

Please feel free to contact me at vknepper@mtc.ca.gov or (510) 817-5824. For information on parking best practices and local case studies, please see MTC's Reforming Parking Policies to Support Smart Growth Toolbox, available at the MTC/ABAG Library, or at www.mtc.ca.gov/planning/smart_growth/parking_seminar/Toolbox-Handbook.pdf

Thank you for your consideration.

Sincerely,

Valerie Knepper
MTC Transportation Planner